



KRVU  
755 Auditorium Drive  
Redding, CA 96001

Sadler Strategic Media  
12103 Viewcrest Rd  
Studio City, CA 91604

## Contract # 237762

**Schedule Dates** 10/17/16-11/07/16  
**Advertiser** No On 53 - CA to Protect Local Control (10373)  
**Agency** Sadler Strategic Media (2678)  
**Product** Issue Advertising (1119)  
**Brand** NECA EST. 1813 (102901)  
**Salesperson** Millennium - Los Angeles, Los Angeles (1305)  
**Sales Office** Millennium - Los Angeles  
**Buyer Name** Nida,Hoshimi,  
**Phone/Fax** (323) 966-5066 /  
**CPE** 234/355/1813  
**Account Types** National/Political Issue  
**Billing Type** Standard  
**Comments** NECA  
No on 53  
Separation: 30

**Date Entered** 09/06/16  
**Last Modified** 09/06/16  
**Entered By** Chris Gomez  
**CO-OP** No  
**Headline #** ECR25278284  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$283.50  
**Net Total** \$1,606.50  
**Sales Tax**

KRVU-NECA COMBINED (KRVU)		
By Broadcast Month	Spots	Rate
Oct. 2016	30	\$1,140.00
Nov. 2016	20	\$750.00
<b>Grand Total:</b>	<b>50</b>	<b>\$1,890.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	6A- 9A (PST)		1	1	1	1	1			15	\$30.00	\$450.00	KRVU-NECA COMBINED (KRVU)	KTVU Morning News	9/6/16
2.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	6A- 9A (PST)		1							1	\$30.00	\$30.00	KRVU-NECA COMBINED (KRVU)	KTVU Morning News	9/6/16
3.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	12P- 12:30P (PST)		1							1	\$30.00	\$30.00	KRVU-NECA COMBINED (KRVU)	KTVU Noon News	9/6/16
4.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	12P- 12:30P (PST)	4	X	X	X	X	X			12	\$30.00	\$360.00	KRVU-NECA COMBINED (KRVU)	KTVU Noon News	9/6/16
5.0	Normal Line / SPOT	10/17/16-11/07/16	1	:30	8P- 9P (PST)		1							4	\$30.00	\$120.00	KRVU-NECA COMBINED (KRVU)	Law & Order: SVU-MYNET1	9/6/16
6.0	Normal Line / SPOT	10/17/16-11/07/16	1	:30	9P- 10P (PST)		1							4	\$30.00	\$120.00	KRVU-NECA COMBINED (KRVU)	Law & Order: SVU-MYNET2	9/6/16
7.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	10P- 11P (PST)	4	X	X	X	X	X			12	\$60.00	\$720.00	KRVU-NECA COMBINED (KRVU)	Law & Order: SVU	9/6/16
8.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	10P- 11P (PST)		1							1	\$60.00	\$60.00	KRVU-NECA COMBINED (KRVU)	Law & Order: SVU	9/6/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Bonten Media and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.